RISO News Flash
Marketing Services

Reference # 305 November, 1998
Item # 1607

Attention: All US Dealer Principals, US RISO Branch Sales Managers, RISO US Regional and District Sales Managers

IT'S THE "HALF-TIME" MARKETING UPDATE VIDEO

Join RISO Inc. sales managers at their mid year sales meeting and share in the half time activities.

The meeting began with announcements about the RISO reorganization in the United States. Dan Weil explains the new strategies and benefits.

Then national account manager for the religious market, Shea Vara-Heck introduces Yvon Prehn, church author and seminar leader. Yvon conducts a desk top publishing seminar, sponsored by RISO dealers and branches, that is a huge hit with churches and is resulting in RISO upgrades and new placements.

And speaking of churches, Joan Storey, a happy RISO end user from historic Park Street Church in Boston, Massachusetts, shares her success story on camera. Learn how her Risograph saved the day!

Preview new sales and marketing tools, including the exciting RISO Sales Consultant, a CD ROM loaded with everything you need to know about selling RISO Digital Systems, from product specifications to ROI, across a wide range of markets, including Print for Pay. Qualify the prospect, build the system, calculate the cost/payments and justify the sale with a custom designed Return On Investment. Any questions? The Help Program walks you through the entire sales process.

And that's not all……..just turn on your video and join the excitement!

And when you are done, please take a minute and let us know how we are doing……..

MARKETING UPDATE VIDEO VIEWER SURVEY

Dealer/Branch_____
Reviewer:_____

When appropriate, please rate the following using a scale of 1-10, with **1 being I <u>disagree</u> strongly,** and **10 being I <u>agree</u> strongly**.

1. The information in the Update is valuable to me.

1 2 3 4 5 6 7 8 9 10

2. Product information is of value to me.

1 2 3 4 5 6 7 8 9 10

3. Interviews with RISO managers and support is of value to me.

1 2 3 4 5 6 7 8 9 10

4. I always get new ideas to help me sell from the Update video.

1 2 3 4 5 6 7 8 9 10

5. Interviews with end users are of value to me.

1 2 3 4 5 6 7 8 9 10

6. Sales and marketing tools introduced in the video remind me to use tools I have and help me be on the look out for new arrivals.

1 2 3 4 5 6 7 8 9 10

7. What would you like to see in upcoming videos?

8. What are your suggestions for a better, more valuable video?

Thanks for your comments. Please FAX BACK to 1-978-777-2517.
Please make extra copies of the survey for every one in your group!